



**Show Your Courage Celebrate  
Red Ribbon Week**

**Business**

- Give a Red Ribbon to each customer.
- Display Red Ribbon posters and banners.
- Place a Red Ribbon message in your advertisements.

**Government**

- Display Red Ribbons on interior and exterior of city, county and state buildings.
- Encourage police and fire departments to participate in Red Ribbon Week activities.
- Sponsor a Red Ribbon Parade or community event.
- Include the Red Ribbon message in employee newsletters.

**Media**

- Distribute Red Ribbons to on-air anchorpersons and reporters to wear during Red Ribbon Week.
- Place Red Ribbons on news vehicles and buildings.
- Inform the community about the Red Ribbon Campaign.
- Sponsor a Red Ribbon poster contest for school children.

**Religious Organizations**

- Distribute Red Ribbons at services.
- Give a drug-free message in a sermon.
- Sponsor a Red Ribbon Celebration for families.
- Include a Red Ribbon message in bulletins.
- Hold a prayer vigil for those affected by the use of drugs.

**Schools**

- Plan essay contests, poster contests, and special events and competitions.
- Engage in Plant the Promise activities.
- Decorate the interior and exterior of the buildings.
- Encourage parents to join in Red Ribbon events at school.

**Parents**

- Have dinner together.
- Talk to your children about the dangerous effects of alcohol, tobacco and other drugs.
- Set a good example.
- Plant the Promise in your garden at home.

**Everyone!**

Celebrate National Plant the Promise Week - October 23rd - 31st! During Red Ribbon Week schools, businesses, families and youth across America will plant bulbs that will bloom into vibrant red tulips and will serve as a reminder to stay drug-free. In most regions bulbs that are planted during October, will bloom in April, during National Alcohol Awareness Month. Order your bulbs today!

[www.nfp.org](http://www.nfp.org)

**Red Ribbon Activities Guide, References and Resources**

For a listing of references and resources, or to order an activities guide, go to

[www.nfp.org](http://www.nfp.org)

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